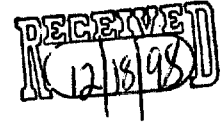




Bee-Alive[®] Inc.

2102 '99 JAN -4 P3:01



December 15, 1998

Food and Drug Administration
Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
200 C Street, SW
Washington, DC 20204

Dear Sirs:

Notice is hereby given pursuant to the requirements of section 403 (r)(6) (21 U.S.C. 343(r)(6) of the Federal Food, Drug, and Cosmetic Act and in accordance with the requirements of 21 CFR 101.93, that Bee-Alive, Inc., 7 New Lake Road, Valley Cottage, NY has commenced marketing a dietary supplement bearing the following statement(s) on the label and/or in the labeling:

- 1.) Bee-Alive's Perfectly Calm contains the soothing power of Kava Kava a wonderful herb used for centuries to naturally promote and maintain calmness without dulling mental clarity. Combined with our precious Royal Jelly, this formula helps you remain balanced during stressful times in your life.
- 2) With Perfectly Calm you can stay "calm, cool and collected," when you're caught in the stress of your family and job . . . when it's two days before your wedding day . . . or when it's the night before that dreaded dental appointment! Whatever the situation, simply reach for Bee-Alive's Perfectly Calm and watch that difficult day . . . get better!
- 3) Perfectly Calm, combining Kava Kava and our superior non-freeze dried Royal Jelly, is a unique formula to help you remain balanced during stressful times in your life.

NAME OF INGREDIENTS THAT ARE SUBJECT OF CLAIM:

Kava Kava Root Extract
Royal Jelly

NAME OF SUPPLEMENT:

Bee-Alive Perfectly Calm

LET 2861

97S - 0162

The undersigned certifies that the information contained in this notice is complete and accurate and that Bee-Alive, Inc. has substantiation that the statements are truthful and not misleading.

Sincerely,

A handwritten signature in cursive script, appearing to read "Diane Masi".

Diane Masi
Senior Vice President of Marketing

DM/bb